

COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Animation
Intermediate Awards Available	BA Animation, Cert HE Animation, Dip HE Animation
Teaching Institution(s)	University of East London
Alternative Teaching Institutions (for local arrangements see final section of this specification)	None
UEL Academic School	Art and Creative Industries
UCAS Code	WFWP – (BA (Hons) Animation) 1V88 – (BA (Hons) Animation with Foundation)
Professional Body Accreditation	none
Relevant QAA Benchmark Statements	Communication, Media, Film and Cultural Studies 2019 Art & Design 2017
Additional Versions of this Course	BA(Hons) Animation with Foundation Year BA(Hons) Animation with Placement Year
Date Specification Last Updated	25/05/2022

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Develop an original, individual approach to creating animation coupled with an extensive knowledge of contemporary professional animation practice.
- Gain a thorough understanding of the social, cultural and professional context occupied by animation and the ability to articulate this and apply it in your practice.
- Develop an enthusiasm for personal enquiry into animation and the motivation to sustain it.

What you will learn:

Knowledge

- A comprehensive and flexible range of techniques and concepts in animation pre-production, production and post-production.
- How to generate original ideas and develop them through to completion, independently or collaboratively, in response to set briefs or as self-initiated projects.

- How to interpret a brief and give a creative response to it, working individually or in a team, working across a range of creative industries.

Thinking skills

- How to analyse and reflect on your work without guidance, using a range of technical, methodical and conceptual techniques used by animation professionals.
- How to identify and define complex problems and generate creative solutions from a range of sources.
- How to analyse a range of production strategies without guidance, selecting from a range of techniques appropriate to the project and establishing a professional workflow

Subject-Based Practical skills

- How to select, test and make appropriate use of materials and methods, from a full range of digital and analogue animation techniques.
- How to use visual storytelling, professional pre-visualisation techniques and personal observation to generate and test ideas and stories.
- How to complete original work with autonomy, with minimal supervision or external direction.

Skills for life and work (general skills)

- How to work independently and in teams, to be resourceful and entrepreneurial, set goals, manage your own workloads and meet deadlines.
- How to seek and make positive use of multiple sources of feedback whilst identifying reasons for contradictions and apply your own criteria of judgement.
- How to discuss your work in a professional manner and produce and present detailed and coherent project pitch documents.

Learning and Teaching

We enable learning in a range of modes, as well as traditional studio practice. This includes: Online learning via digital platforms such as Teams and Moodle; 'Flipped' or 'blended' learning, where individuals learn online at their own pace and come together for studio practice; Online, group or individually generated materials, such as podcasts, vlogs and online lectures with a global reach.

Knowledge is developed through

- Project based studio work
- Guided reading and screenings
- Peer review and tutor feedback
- Online discussions and activities

Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities

Practical skills are developed through

- Project based studio work
- Technical demonstrations
- Research skills-based activities with feedback

Skills for life and work (general skills) are developed through

- Project based studio work
- Planning and completion of independent projects
- Project briefs, including 'live' client briefs
- Collaborative working.

Assessment

You are primarily assessed by submitting practical coursework- your own individual animation exercises, storyboards, scripts, short animated films. You will write reflective reports and essays in support of practical work. You may also work in a team on 'live brief' projects or participate in group and individual presentations.

Knowledge is assessed by

- Presentations
- Essays

Thinking skills are assessed by

- Coursework, including script writing and research.
- Evidence of project management

Practical skills are assessed by

- Practical coursework, including technical exercises and short films.
- Research Journals
- Evidence of project management

Skills for life and work (general skills) are assessed by

- Project work, managing long term productions with increasing self-reliance.
- Presentations, including pitching projects and presenting research.
- Group work, including working on live briefs.

Regular 'formative' assessment helps you know where you are and feedback from staff and peers helps you to identify opportunities for development.

Students with disabilities and/or additional learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

In keeping with UEL's commitment to equip students with the attributes of 'critical practitioners' needed for the contemporary world of work, we recognise the value of experiential learning through placement and workplace observation. In addition, that is, to the embedding of key skills throughout our courses and within 'professional practice' modules in particular.

A separately titled placement year version of the course is available, which takes the form of an additional year long module in which you plan, prepare and undertake a work placement in industry that is pertinent to your career objectives.

All students are encouraged to undertake appropriate work placements. The course team will increase students' opportunities to find placements by collaborating closely with the Centre for Students Success, in particular with the Employer Engagement team at CfSS which connects employers to students who are looking for placements and internships through your online Job Board and the UEL Funded Internship Scheme that the CfSS manages.

Furthermore, placements will be facilitated by the Knowledge Dock Business and Innovation Centre, that liaise with local businesses and charities to develop links and civic engagement opportunities. If organised by the student, placements must be approved by the course team.

All placements will be supported by an allocated supervisor from the Academic team.

Students have the opportunity to apply for study abroad. Study abroad places are not guaranteed and students will need to liaise with the Study Abroad Coordinator and course leader to make arrangements with the host institution.

Taking advantage of UEL's London location, the modules will include industry speakers, talks and workshops, and give students the opportunity to develop networking skills leading to placements. Placement opportunities may be organised independently or on students' behalf by the course team.

Live Briefs (real commissions that come from outside or inside the university) form a compulsory part of your studies, these are sometimes selected by competitive process and sometimes available to all students. Often there is some paid component to these briefs and your work will be seen by an audience outside of the course.

Many of the projects within practice modules could can be adapted to fulfil a commission brief, by negotiation with your tutors and Course Leader, where a student has identified a match between the module learning outcomes and a professional outcome.

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	MS4023	Mental Wealth Professional Life – Agency 1	20	Core	
4	VA4013	Experimentation and Application 1A	20	Core	
4	MS4039	Storytelling	20	Core	
4	MS4041	Production Lab 1	20	Core	
4	MS4040	Creative Content	20	Core	
4	VA4024	Experimentation and Application 1B	20	Core	

5	MS5031	Mental Wealth: Professional Life – Agency 2	20	Core	
5	VA5013	Advanced Experimentation and Application	20	Core	
5	MS5057	Advanced Storytelling	20	Core	
5	MS5056	Production Lab 2	20	Core	
5	MS5032	Animated Short Film	20	Core	
5	VA5022	Advanced Practice	20	Core	
5	MS5018	Optional Placement Year	120P	Opt	
6	MS6019	Mental Wealth: Professional Life – Agency 3	20	Core	
6	MS6006	Professional Practice	20	Core	
6	MS6033	Final Project: Development	20	Core	
6	MS6032	Final Project: Completion	20	Core	
6	MS6043	Animation Pre- production	20	Core	

6	MS6044	Animation Post-Production	20	Core	
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Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:

- The BA (Hons) Animation course gives students the opportunity to develop an original, individual approach to creating animation coupled with an extensive knowledge of contemporary professional animation practice. Students work across a broad range of hand-made traditional and cutting-edge digital media allowing for each student to choose their own creative path. Through practical work, studio visits and visiting lecturers from industry figures, students gain a thorough understanding of the social, cultural and professional context occupied by animation and the ability to articulate this and apply it in their practice. Through personal and cross-disciplinary projects and technical workshops, students develop an enthusiasm for personal enquiry into animation and the broader creative and cultural industries and the motivation to sustain it through their ongoing professional practice.

The curriculum is designed to develop your artistic originality and equip you with the skills to find your personal voice as an animator, individually and professionally.

This course provides you with an understanding of the language, methods and skills of animation production. You will be introduced to core skills in drawing and animation- techniques including hand-drawn animation, 2D and 3D CGI digital animation, modelmaking and stop-motion- allowing you to then choose a specialism to practice more in depth. You will experience script writing, storytelling, digital production and postproduction, sound, editing and professional practice methods.

The course begins by working with you to develop your knowledge of core animation principles and equips you with skillsets in a broad range of animation techniques, through workshops and projects that build on your core techniques and processes.

This leads into the development of longer, more self-directed project-based work working individually and in groups, allowing you to specialise in your chosen medium. Projects are based in storytelling and the use of moving image to communicate to an audience. As you move through the course you will begin to lead and develop your own project briefs building your skills towards being a confident, independent practitioner.

Visiting professionals, 'live' client briefs and collaborations across all the 'Creative Industries' related subjects at UEL help our students prepare for work during and

after their degree. The degree bridges two subject clusters at the university, Media @ UEL and Arts @ UEL. In several of the practical modules you will work alongside BA Animation & Illustration students and students from other disciplines, increasing your peer network and allowing for a greater exchange of shared skills.

Routes into the course include UEL Art & Design Foundation, and options for progression at UEL after graduation include MA Film or MA Fine Art.

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this course is 3 years full-time or 4.5 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply, and extenuation has been granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
 - The course handbook
 - Module study guides
 - UEL Manual of General Regulations (available on the UEL website)
 - UEL Quality Manual (available on the UEL website)
 - School web pages
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- <https://animationuel.wordpress.com>

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Occasional field trips and studio visits will incur small additional travel costs.

Typical cost over 3 years: 6 x Day Travel Card Zones 1-6 @ £12.60

Optional Film or Animation Festival visits incur larger travel and subsistence costs, though group discounts are sometimes available. A university scheme, Going Global, is in place to fund most costs involved in student led groups travelling abroad, and several successful applications have been made for our students to travel overseas to visit international film and animation festivals.

Some techniques, such as Stop-Motion, have greater material costs than other techniques. Typical optional cost: £30

All necessary Animation software is supplied on campus, and provisions are made to make the software available at home.

For off-campus working and freelance professional use, a high-specification laptop is recommended, following the guidelines provided as minimum system requirements for running Adobe After Effects. Recommended spend: £1,500

<https://helpx.adobe.com/uk/after-effects/system-requirements.html>